



WKXW-FM  
Community Outreach Report  
Q4 2015

Following is a listing of some significant issues responded to by the Station WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **October 2015 through December 2015**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

**Issue/Event:** Crohns & Colitis Walk

**Date:** Saturday, October 10, 2015

**Time:** 8:00 am

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Crohns & Colitis Walk, located at Mercer County Park in West Windsor, NJ. The purpose of this event was to help raise money and support research to help find a cure for Crohn's disease and Ulcerative Colitis. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Lakewood F.A.R.E Walk

**Date:** Sunday, October 11, 2015

**Time:** 9:00 a.m.

**Duration:** 1.5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Lakewood Food Allergy Research & Education (F.A.R.E) Walk, held at First Energy Baseball Park in Lakewood, NJ. The purpose of this event was to help raise money and support research to assist those prone to challenges with life threatening food allergies. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Mary Kay 5k

**Date:** Saturday, October 17, 2015

**Time:** 9:00 a.m.

**Duration:** 1 hour

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Mark Kay 5k Walk at Colonial Park in Somerset, NJ. The purpose of this event was to help raise money and support research to eliminate cancer and end domestic violence affecting women. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Cranford Street Fair

**Date:** Sunday, October 18, 2015

**Time:** 12:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Cranford Street Fair on Walnut Avenue in Cranford, NJ. The purpose of the fair was to provide a fun day for the community with a day of games, food vendors, live entertainment and more. The fair was free to attend and helped promote and support the local community. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Birdies for the Brave

**Date:** Monday, October 19, 2015

**Time:** 8:30 a.m.

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending "Birdies for the Brave" at Jasna Polana Country Club in Princeton, NJ. The purpose of this event was to provide a golf outing to benefit and support our National Military of the United States Armed Forces and their families. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/ Event:** Flemington Street Fair

**Date:** Sunday, October 25, 2015

**Time:** 12:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Flemington Street Fair in Flemington, NJ. The purpose of this event was to provide a fun day for the community and help support local business within the community. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Mercer County Community College Class Visit to NJ 101.5

**Date:** Monday, October 26, 2015

**Time:** 1:10 p.m.

**Duration:** 80 minutes

**Description of Program/Event:** About a dozen students from an "Announcing for Radio & Electronic Media" class at Mercer County Community College visited NJ 101.5. The students were accompanied by their professor Mitch Canter. The students got to speak with a dozen staff members, four of which were hiring managers, about the radio broadcasting industry. The staff spoke to the students about how to get a job in the radio broadcasting field, what types of careers are available and the importance of internships. The station's internship program was also discussed with students.

**Issue/Event:** Millburn-Short Hills Street Fair

**Date:** Sunday, November 1, 2015

**Time:** 12:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Millburn-Short Hills Street Fair on Millburn Avenue in Millburn, NJ. The purpose of the fair was to provide a fun day for the community with a day of games, food vendors, live entertainment and more. The fair was free to attend and helped promote and support the local community. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Walk for Responders

**Date:** Saturday, November 14, 2015

**Time:** 9:00 a.m.

**Duration:** 1 hour

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Walk for Responders taking place at Durand Park in Freehold, NJ. The purpose of this event was to help support the Fire and E.M.S departments of Freehold, NJ. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Hillsborough Stuff the Bus

**Date:** Saturday, November 14, 2015

**Time:** 12:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Hillsborough Stuff the Bus event being held at the ShopRite of Hillsborough, NJ. The purpose of this event was to collect canned and nonperishable food items for the food bank of Hillsborough, NJ. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

**Issue/Event:** Mercer County Community College Communications Mashup Event

**Date:** Wednesday, November 18, 2015

**Time:** 4 p.m.

**Duration:** 3 hours

**Description of Program/Event:** Station was invited to the event by Kathryn Paluscio, an associate professor of communication at Mercer County Community College. The mashup event was held for communications students in an effort to give them the tools they need to help them with their future career goals. Students were given advice on what they could do to get their careers in broadcasting started and what type of positions students with communication degrees generally qualify for. NJ 101.5 current part-time, full-time and internship opportunities were discussed with the students as well. Event was attended by NJ 101.5 Assistant News Director Annette Petriccione and NJ 101.5 Promotions Coordinator Mike Hildebrandt.

**Issue/Event:** Military Veterans Luncheon Event

**Date:** Sunday, November 22, 2015

**Time:** 10:00 a.m.

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on website and by attending the Military Veterans Luncheon Event, located at Bella Vista Country Club in Marlboro, NJ. The purpose of this event was to help raise money and support for veterans, active military and their families from all branches. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

**Issue/Event:** Family Adoption Holiday Donation Drop-Off

**Date:** November 28, November 29, December 4, December 5 and December 6, 2015

**Time:** 10:00 a.m., 1:00 p.m. or 6:00 p.m.

**Duration:** 3 hours at each location (except for Monmouth Mall at 5 hours)

**Description of Program/Event:** Station promoted awareness by making on air and on line announcements looking for toy and clothing donations for shelters throughout New Jersey. We collected donations at Bridgewater Commons Mall 11/28, Ocean County Mall 11/29, Woodbridge Center Mall 12/4, Monmouth Mall 12/5 and Quaker Bridge Mall 12/6. All drop-off locations were attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt and/or NJ 101.5 Director of Promotions Ray Handel.

**Issue/Event:** Shelter Donation Drop-Offs

**Date:** December 16, December 17, December 18 and December 19, 2015

**Time:** 9:00 a.m.

**Duration:** All Day

**Description of Program/Event:** Once we received all of the donations given to us by the listeners for our Family Adoption Holiday Program, we went to six different shelters to drop off the items to the families that requested them for the holidays. All drop-offs were performed by NJ 101.5 Promotions Coordinator Mike Hildebrandt and/or NJ 101.5 Director of Promotions Ray Handel.